

# CRM Business Case

<b>How will PwC help you achieve the outcomes you desire?</b>
CRM vision and roadmap
Scalable CRM architecture
Enable seamless end-to-end journeys
Improve frontline and management decision-making
Lead with User Adoption
Increase productivity and reduce cost-to-serve
Platform-agnostic foundation

## Achieving CRM excellence begins with business transformation that enables growth and commercial excellence

Business transformation is not just about standardising processes in an automated fashion, it is the deliberate balance of business, experience, and technology that needs to be stitched together to result in a successful End-to-End (E2E) transformation.

PwC brings deep experience across leading CRM platforms to:

- **Rationalise the front-office technology** landscape to reduce complexity, risk, and technical debt
- Define a **standardised, scalable CRM** operating and architectural model to lay the groundwork for GenAI use cases across business units
- Design an **enterprise integration architecture** connecting CRM platforms and core systems
- Embed user-centric design **to drive adoption**, change readiness, and value realisation
- **Automate and simplify processes** to improve efficiency and reduce cost-to-serve
- Establish a **future-ready, AI-enabled CRM roadmap** to unlock growth

## Our 'BXT' philosophy is at the core of what we do and will be the methodology we rely on throughout the project

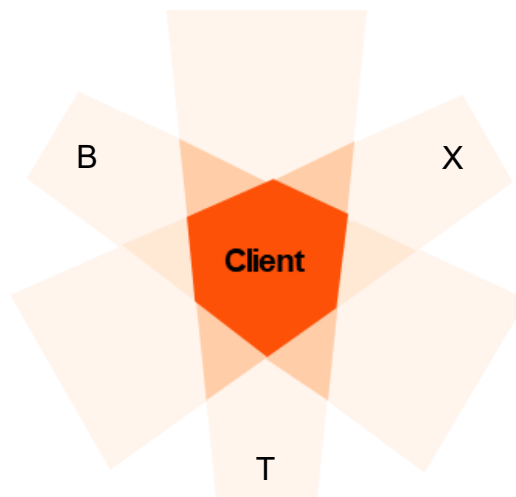
We use a collaborative approach to bring together your teams and our experts, building on different perspectives to deliver the best outcomes. This accelerates getting to the best solutions, while aligning and empowering teams in the process. Ownership is built, which propels further execution.

### Business

Focus on the definition of CRM excellence and optimisation of customer journeys

### Technology

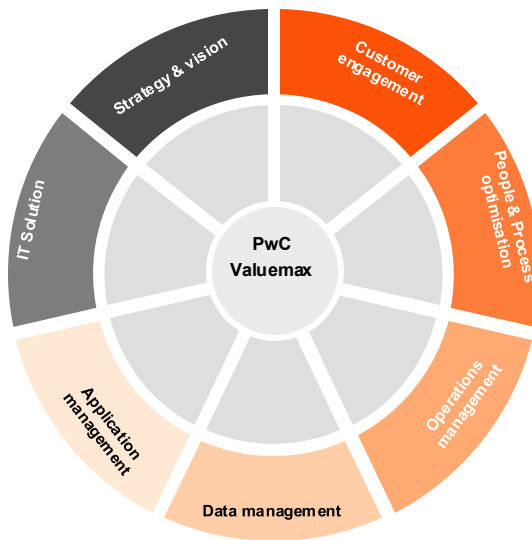
Make it real using the right platforms, applications, data and core systems.



### eXperience

Reimagine experiences to drive improved satisfaction and new-form engagement

**Example outcome achieved\***



**19-25%**

win rate improvement

**25-30%**

sales and service productivity improvement

**53-76%**

report generation time decrease

\*We look across 7 key pillars of CRM implementation across BXT from strategic alignment to how it is supported by IT.

Our ValueMax approach is a proven CRM business case framework that can be applied to define future CRM capabilities and priorities, providing a structured pathway to select and develop the most appropriate CRM solution.

This approach helps maximise return on future CRM investment including improving commercial performance, operational efficiency, and passenger experience.

Define the target CRM vision and expected business outcomes	Identify capability gaps and priority use cases to inform the CRM roadmap
Build confidence in the approach by identifying high-impact focus areas and quick wins	Establish a clear foundation for successful CRM implementation and adoption

1 Rapid design	2 Assess	3 Recommend	4 Align
Target state, standardised front office enterprise architecture	<ul style="list-style-type: none"> <li>L0 and L1 current state process maps and pain points</li> <li>Current state data model assessment</li> <li>Current state system integration architecture</li> <li>Org assessment</li> </ul>	<ul style="list-style-type: none"> <li>List of recommendations</li> <li>Prioritisation roadmap</li> <li>Impact analysis</li> <li>Success metrics</li> </ul>	Final report



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